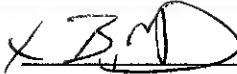


Proposal ID: 723
 Schedule Date: 9/4/2012 - 11/6/2012
 Advertiser: BENNY YERUSHALMI
 Spot Length(s): :30

Acct. Exec: Kevin Goodell
 Phone #: 702-657-3270
 FAX #: 702-657-3208
 Email: kgoodell@mynews3.com
 Web Site: www.mynews3.com

Flight Dates: 10/1/2012-11/6/2012

Program Time	SpotLength(s)						DMA P18+ RTG	W k	Rate Spots
		OC 1	OC 8	OC 15	OC 22	OC 29			
KSNV									
JEOPARDY/WHEEL	:30	3	3	3	4	--	p3.6	4	\$400.00
GRPs/Impressions							46.8		13
CPP/CPM							\$111.11		
Mo-Fr 6:30p-7:30p									
FOOTBALL NIGHT IN AMERICA	:30	1	1	1	1	1	p4.6	5	\$900.00
GRPs/Impressions							23		5
CPP/CPM							\$195.65		
Sun 4:00p-5:30p									
KSNV Totals		4	4	4	5	1			\$9,700.00
				GRP/(000)			69.8		
				CPP/CPM:			\$138.97		
				Reach:			34.9		
				Frequency:			2.0		

Approved by: 

4Q12 General Summary (DMA P18+ D.RTG)

Name	Spots	Cost	Grps	Imp(000)	CPP	CPM	Reach	Freq	E.Reach	N.Reach	Pop	
KSNV	18	\$9,700	69.8	1020.8	\$138.97	\$9.50	34.9	2.0	15.2	516,301	1,479,674	

NET: \$14,811.25

Approved by: 

General Summary (DMA P18+ D.RTG)

Name	Spot	Cost	Grps	Imp(000)	CPP	CPM	Reach	Freq	Eff Reach	Net Reach	Pop	
KSNV	33	\$17,425.00	125.6	1821.7	\$138.73	\$9.57	53.4	2.4	27.0	790,010	1,479,674	

FOOTBALL NIGHT IN AMERICA in
 LAST 30 MINUTES OF SHOW
 HOPEFULLY LAST COMMERCIAL BREAK